



# iPROM code

Instructions and technical specifications

The following instructions describe how to install iPROM measurement code on your website.

Before you begin, ensure that you have access to the source code of your website. If you do not have access, please provide the instructions to your website administrator.

### Instructions for installing iPROM code:

1. Copy the code from the file "*account\_name\_code.txt*" provided in the message.
2. Insert the code into the **<head>** section of your website (the code should be inserted on every page of your website).
3. Add a description of iPROM cookies to your website, under the "Cookies" section or within the terms and conditions of your website.
4. Connect the global variable "cookieConsent" to your cookie consent mechanism (if the user accepts cookies, set the "cookieConsent" variable to "true"; otherwise, set it to "false").
5. After completing the installation, notify iPROM to verify the correct integration of the code.

### Your iPROM code:

The code is provided in the message attachment. When installing the code, pay attention to quotation marks if you are using text editors.

account\_name\_code.txt

### Important:

- If your website already contains older iPROM code, remove it and replace it with the code above.
- The cookie management script on your website should be associated with the JavaScript variable "cookieConsent" in the iPROM code.
- Setting of cookies is assigned by the website administrator using the variable "cookieConsent" (true/false).

## Cookie description:

Cookie name	Storage period	Who installs the cookie and manages the data it acquires	Domain	Purpose of the processing of the data collected by the cookie
UID	12 months	iPROM d.o.o.	<a href="http://iprom.net">iprom.net</a>	iPROM's cookie enables the system to set a cookie in order to display customized ads on other online media, after user leaves their website. The system places the cookie on the user profile (browser) based on user's prior explicit consent on the website. The user's profile is anonymous and does not contain personal information.

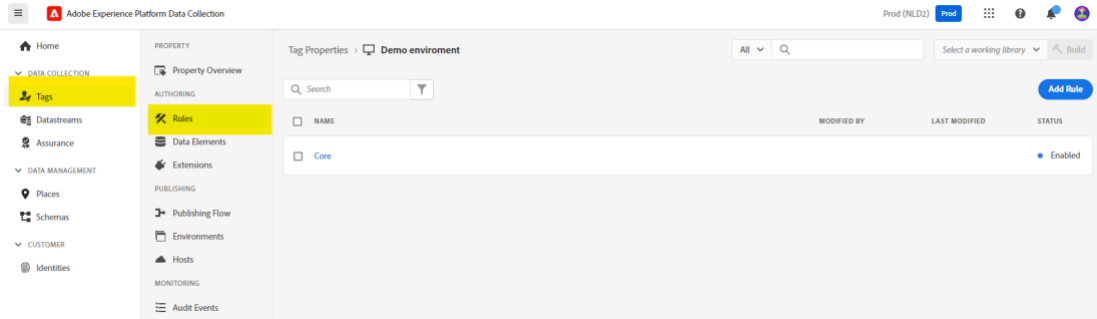
## iPROM first-party data description:

attribute name	Storage period	Who installs the cookie and manages the data it acquires	Domain	Purpose of the processing of the data collected by the cookie
_ifpcid	12 months	iPROM d.o.o.	Website name	The system places a first-party cookie. Identifier in then is used to connect website visitors to the advertiser's DMP platform. The advertiser can then show the user customized ads on other online media. The system installs the local storage identifier to the user profile (browser) upon prior explicit consent on the website. The user's identifier is anonymized and does not contain personal data.
_ilsid	12 months	iPROM d.o.o.	Website name	The system places value to local storage. Identifier in then is used to connect website visitors to the advertiser's DMP platform. The advertiser can then show the user customized ads on other online media. The system installs the local storage identifier to the user profile (browser) upon prior explicit consent on the website. The user's identifier is anonymized and does not contain personal data.
_issid	For the session duration	iPROM d.o.o.	Website name	The system installs a browser identifier in a first-party cookie for the duration of the session, and additionally stores its value in session storage. The identifier is used to link the website visitor's session to the advertiser's DMP platform. The advertiser can use this link to show personalised ads to the user and measure the goals achieved during the session. The system will only install the identifier if prior explicit consent has been obtained on the advertiser's website. The user identifier is anonymised and does not contain personal data.

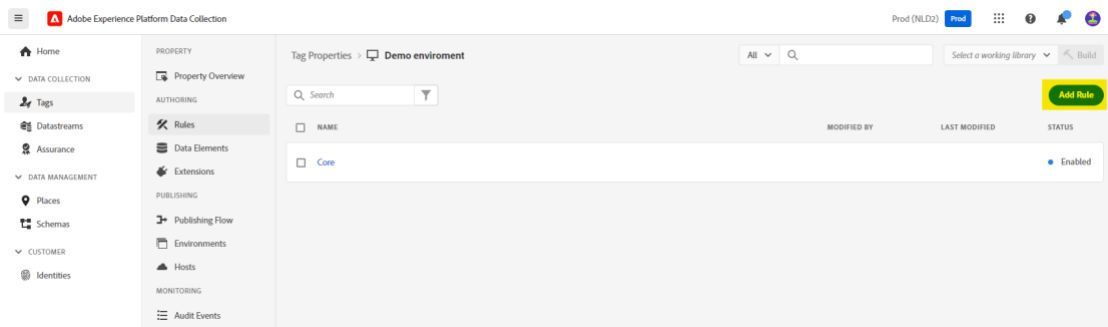
## Instructions for integration using Adobe Launch:

If you are using Adobe Launch on your website, you can also install iPROM code using this tool. Before you begin, ensure that you have access to your Adobe Launch environment. If you do not have access, please provide these instructions to your Adobe administrator.

1. Open the correct environment for your website.
2. Go to the **"Tags"** section and then **»Rules«**



3. Click the **"Add Rule"** button.



4. Name the new rule. In this case, we named it **"iPROM - Base pixel"**.

### Create Rule

Name

5. Click on **»Events Add«**

### Create Rule

Name

**IF** - Determines when you want the rule to fire

**EVENTS** ⓘ

**+ Add**

6. Select **Extension “Core”** and **Event type “DOM Ready”** and **enter the name of the event**

Tag Properties > Demo enviroment

**Latest** iPROM - base pixel > **Event Configuration**

Extension  
Core

Event Type  
DOM Ready

Name  
Core - DOM Ready

> ADVANCED OPTIONS

7. Click **»Keep changes«** on the top right side of the window:

Tag Properties > Demo enviroment All  Select a working library Build

**Latest** iPROM - base pixel > **Event Configuration** Cancel **Keep Changes**

Extension  
Core

No configuration necessary.

8. Click **“Actions - Add”**:

**Create Rule**

Name  
iPROM - base pixel

**IF** - Determines when you want the rule to fire

**EVENTS**

Core - DOM Ready +

**CONDITIONS**

+ Add

**THEN** - Determines what you want the rule to do

**ACTIONS**

+ Add

9. Select **Extension »Core«**, **Action Type »Custom Code«** and **name your Action**.  
On the right side select **Language »HTML«** and **click »Open Editor«**.

Latest iPROM - base pixel > Action Configuration Cancel Keep Changes

Extension: Core

Action Type: Custom Code

Name: Core - Custom Code

> ADVANCED OPTIONS

Language:  JavaScript  HTML </> Open Editor

10. Copy your iPROM code into the **HTML field** and click **»Save«**

Edit Code (HTML) Cancel Save

```
1 <script>
2   (function(a,g,b,c){a[c]=a[c]||function(){
3     "undefined"!==typeof a.ipromS&&a.ipromS.execute?a.ipromS.execute(arguments):(a[c].q=a[c].q||[]).push(arguments));
4     var k=function(){var b=g.getElementsByTagName("script")[0];return function h(f){var e=f.shift();a[c]("setConfig",{server:e});
5       var d=document.createElement("script");d.cf.length&&(d.onerror=function(){a[c]("setConfig",{blocked:0});h(f)});
6       d.src="https://cdn."+e+"/ipromS.js";d.async=!0;d.defer=!0;b.parentNode.insertBefore(d,b)};e=b;"string"===typeof b&&(e=[b]);k(e)
7     })(window, document, ["iprom.net"], "_ipromS"); var cookieConsent = false;
8
9     try{
10      cookieConsent = false; //connect with your cookie consent framework;
11    }catch(e){console.log('CC not found');}
12    _ipromS('init', {
13      'sitePath' : [ 'client', 'index' ],
14      'cookieConsent' : cookieConsent
15    });
16  }</script>
```

11. Click **»Keep Changes«** on the top right side.

Latest iPROM - base pixel > Action Configuration Cancel Keep Changes

Extension: Core

Action Type: Custom Code

Name: Core - Custom Code

> ADVANCED OPTIONS

Language:  JavaScript  HTML </> Open Editor

12. Click **»Save«** on the top right side.

Create Rule Latest (no revisions yet) Cancel Save

Name: iPROM - base pixel

IF - Determines when you want the rule to fire

EVENTS  +

Core - DOM Ready +

CONDITIONS  +

Add

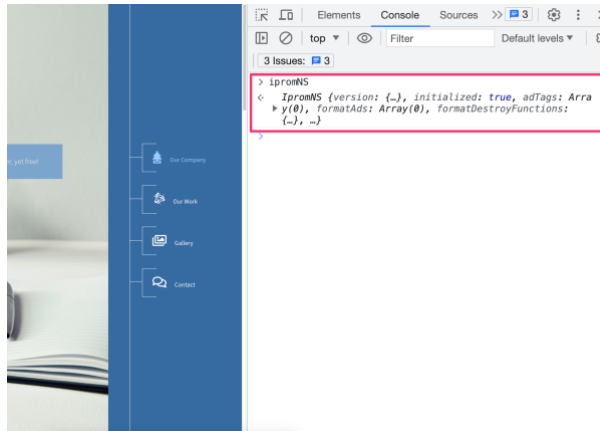
THEN - Determines what you want the rule to do

ACTIONS  +

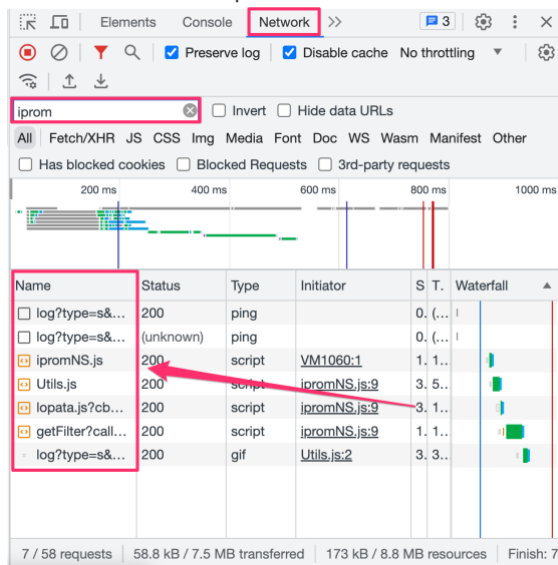
Core - Custom Code +

13. Deploy to the selected environment based on your Publishing Flow.

14. If the iPROM code has been correctly added, you can open the developer console on your website (press F12 or right-click and select "Inspect"). In the **"Console"** section, type **"ipromNS"** and you should receive the "ipromNS" object.



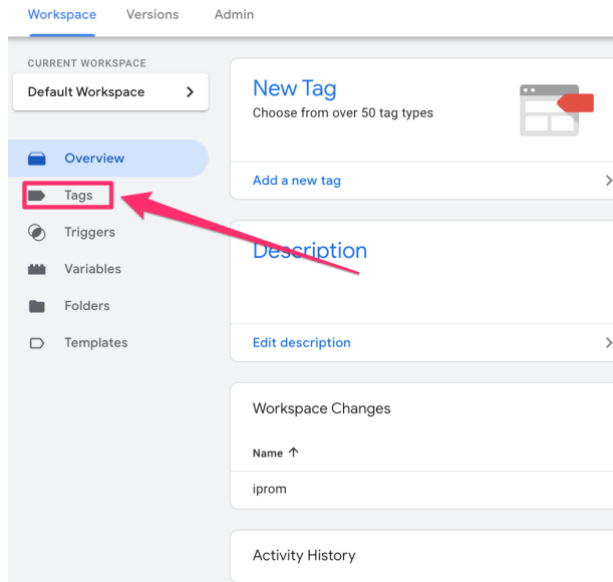
You can also open the **"Network"** section and filter for "iprom". You should see the loaded iPROM scripts.



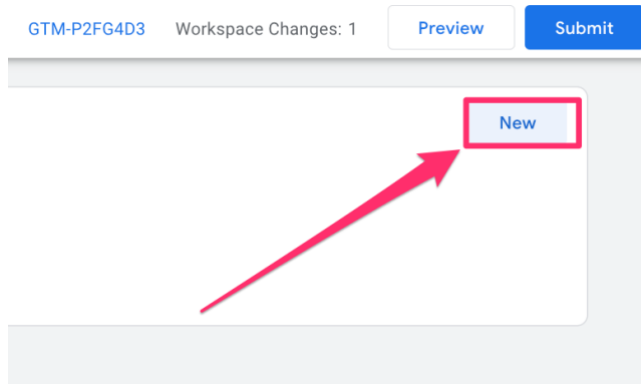
## Instructions for integration using Google Tag Manager (GTM):

If you are using GTM on your website, you can also install iPROM code using this tool. Before you begin, ensure that you have access to your GTM environment. If you do not have access, please provide these instructions to your GTM administrator.

1. Open GTM for your website.
2. Go to the **"Tags"** section.

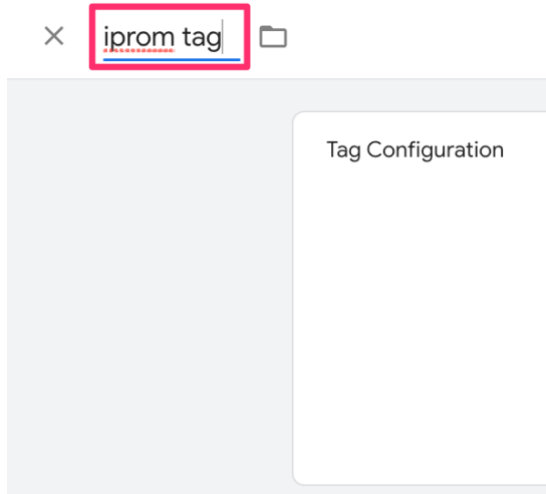


3. Click the **"New"** button.

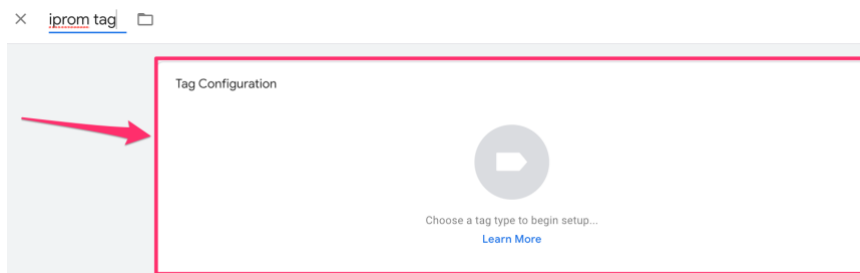




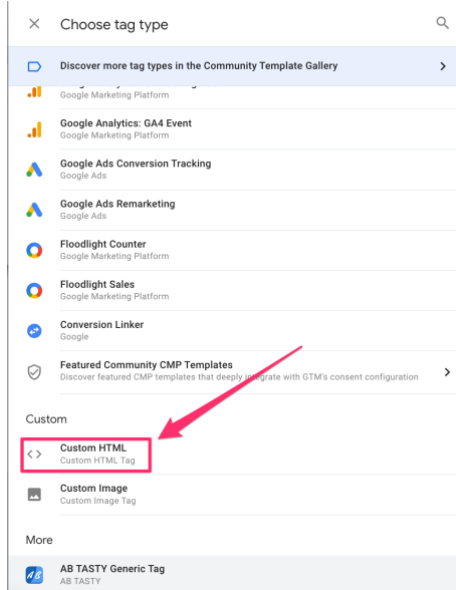
4. Name the new tag. In this case, we named it **"iprom tag"**.



5. Click on **"Tag Configuration."**



6. Select **"Custom HTML"**.



## 7. Copy your iPROM code into the **HTML field**.

Tag Configuration

Tag Type

<> Custom HTML  
Custom HTML Tag

```
HTML
1 <script>
2   (function(a,g,b,c){a[c]=a[c]||function(){
3     "undefined"!==typeof a.ipromNS&&a.ipromNS.execute?a.ipromNS.execute(arguments):
4     (a[c].q=a[c].q||[]).push(arguments));
5     var k=function(){var b=g.getElementsByTagName("script")[0];return function h(f){var
6     e=f.shift();a[c]("setConfig",{server:e});
7     var d=document.createElement("script");0<f.length&&(d.onerror=function(){a[c]
8     ("setConfig",{blocked:0});h(f)});
9     d.src="https://cdn.++"/ipromNS.js";d.async=10;d.defer=10;b.parentNode.insertBefore(d,b)}
10    (e,b;"string"===typeof b&&(e[b]);k(e)
11    )(window,document,["ipromcloud.com"],"_ipromNS");
12  }
13  _ipromNS("init",{
14    sitePath : ['lopata','oskar_test'], /*second value of sitePath array is equal to
15    SID*/
16    cookieConsent : false /*based on site cookie policy*/
17  });
18  //...
19 </script>
```

Support document.write

## 8. Click on **"Triggering"**.

Triggering

Choose a trigger to make this tag fire...

[Learn More](#)

## 9. Select **"All Pages"**.

Choose a trigger

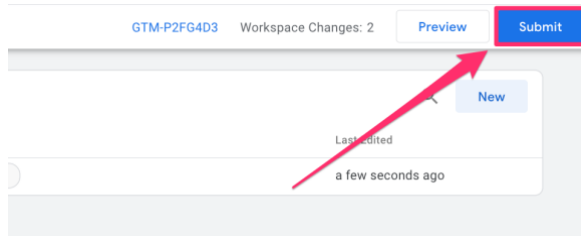
<input type="checkbox"/>	Name ↑	Type
<input checked="" type="checkbox"/>	All Pages	Page View
<input type="checkbox"/>	Consent Initialization - All Pages	Consent Initialization
<input type="checkbox"/>	Initialization - All Pages	Initialization

## 10. Click the **"Save"** button.

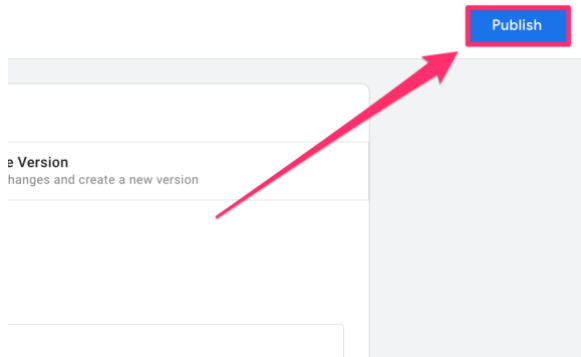
Save

```
nts):
h(f){var
(){a[c]
ore(d,b)}}
```

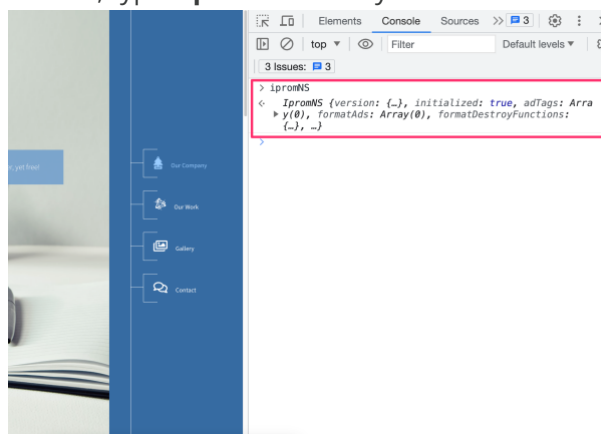
11. Click the **"Submit"** button to add the newly created tag to your website.



12. Click the **"Publish"** button.

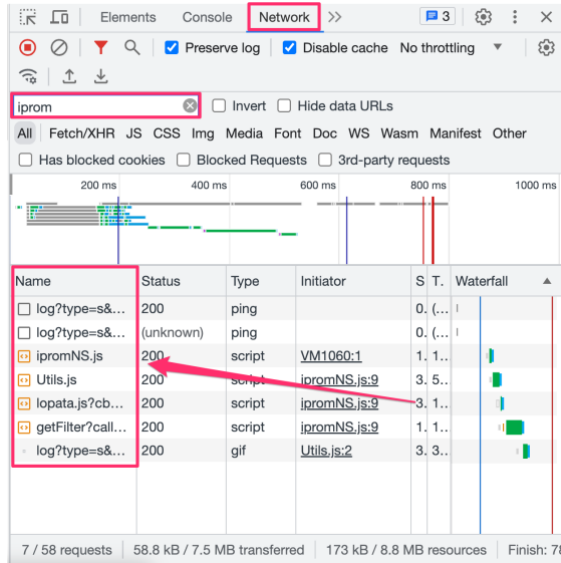


13. If the iPROM code has been correctly added, you can open the developer console on your website (press F12 or right-click and select "Inspect"). In the **"Console"** section, type **"ipromNS"** and you should receive the "ipromNS" object.



You can also open the **"Network"** section and filter for "iprom". You should see the

loaded iPROM scripts.



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